

Not a cake soap
Not a washing powder
But a wonderful new
Soap Product in
fine granules

ANEW soap product! Absolutely different from anything you ever used before!

There is no solid soap, to rub into the cloth, and injure the fibre.

There are no harsh cleansing agents, to "eat" your clothes and destroy the colors.

But a wonderful new form of soap—in fine granules.

These pure granules are so rich in cleansing value that they loosen all the dirt, without any hard

They are so mild your tubful of clothes is as safe with them as in pure water alone.

Rinso is made of ingredients of finer quality than were ever used in a family laundry soap before!

An entirely new way of washing

Rinso brings a new way of washing.

The pure, cleansing granules dissolve instantly and stir up into a tubful of rich suds.

9 P.M.

You leave the clothes in the Rinso suds overnight, or for three hours in the morning.

Then you rinse them.

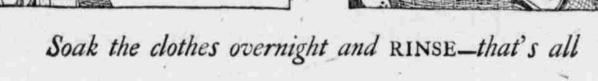
rubbing.

And they are clean — ready to hang on the line! Rinso has done all the work. It has loosened all the dirt so it easily rinses out. Even in the most soiled spots, cuff edges, etc., Rinso has softened the dirt, so that a light rubbing between your hands makes it drop out into the cleansing lather.

Clean and white without boiling or rubbing

You cannot believe how wonderful Rinso is until you have tried it.

Week after week your clothes will be clean and beautifully white, without boiling or rubbing.



9 A.M.

ng no boiling

Week after week they will stay'new, and fresh in color, because they are never boiled or rubbed.

You need never boil your clothes, except occasionally, if you want to sterilize. You need never rub, except some very soiled spots lightly between your hands.

And Rinso cleans as perfectly in cold water as in warm!

Begin using Rinso this next Monday

- Use Rinso this very next Monday.

Soak your clothes overnight, rinse them, and have them out in the sunshine by nine o'clock.

Never again will you wash the old, exhausting way. Never again will you wear out your clothes on a washboard.

Get Rinso from your grocer and follow the easy directions on the package. One package of Rinso will do your whole week's washing —better, and infinitely more easily, than you've ever done it before. Lever Bros. Co., Cambridge, Mass. (Makers of Lux).

OSOSO As wonderful for plain laundering as Lux is for fine fabrics

Rinso is not a "Washing Powder"

The fine granules of Rinso look much like a "washing powder", but make this test. Use a heaping teaspoonful to a glass of boiling water.



WASHING POWDER
-high in harsh chemicals
-low in soap



RINSO —
—absolutely harmless
—sorichinsoapit"jells!"

-without the old-fashioned work

Clean and sweet smelling